

ADVERTISING.

We hear it said every day that we live in a progressive age, an age of wonders, unsurpassed by any period of the world's history. Every newspaper and magazine in our land devotes pages to the history of the latter part of the last century, telling us of the marvels science has wrought, and the facilities created for the better enjoyment of life by all classes of men. Yes, we are proud of this age of ours. It is different from all other ages. Who can but wonder at and appreciate the great inventions wrought by brilliant intellects during the last decade or two? Who but admires the statesmen who have devoted their energies and their lives to the eradication of abuses which, in the beginning of the nineteenth century pervaded the constitutional domains of most countries?

But everything changes. Time continually brings before us new circumstances and new conditions. No sooner are abuses and impositions swept away, and defects remedied, than fresh ones arise before us, and hence we must always be on the watch, lest, instead of advancing, we retrograde. And one of the questions that should demand the attention of our legislators is that prevalent and public practice of fraud carried on in the newspapers by means of advertising.

We are not aware that this question has ever been discussed in the press—to many papers a conscientious consideration of it would be repugnant,—but the fact, that so much “ill-gotten goods” is being obtained in this manner by individuals and companies as to constitute it a menace to the use of newspaper advertising as a legitimate means of furthering one's business or enterprises, should induce our best papers to call attention to the matter.

There are numerous individuals and companies in the United States and some parts of Canada who enrich themselves solely by the sale of spurious articles, a sale which is facilitated to an almost incredible extent by means of extensive newspaper advertising. And the managers are well